



## WP2 - Best practices and Training Needs Assessment

### Template for Best Practice Documentation (Case Study): SMEs in Apprenticeships with focus on role of intermediary organisations

Title	
Ltd. Digital Journey innovative approach on apprenticeship management	
Publication date	Digital Journey has published intern success stories on a web page ( <a href="http://digijourney.com/praktikantu-atsauksmes/">http://digijourney.com/praktikantu-atsauksmes/</a> ) where they are explaining how the internship was and what they achieved. We are updating this site on regular basis with new stories. We are doing this since the end of 2015. We have never presented it as the good practice, but we are planning to do it.
Source of Information	Direct communication with Ltd. Digital Journey
Location (Region / Country)	Riga, Latvia
Context (appr. 500 words)	<p>Digital Journey organizes intern selection process every 2 months or so. In each selection the best 2-5 participants are chosen to take internship for 3 months, 20 h or more per week.</p> <p>Every intern has to be in the office at least for 20 h per week and the intern manages it's time independently, planning a week ahead.</p> <p>Digital Journey offers flexibility, access to all information, knowledge, contacts and chance to pursue all kinds of ideas, but at the same time makes them feel great responsibility about their work.</p>
Methodological Approach (appr. 500 words)	<p>Digital Journey strongly believes that young, enthusiastic people can do anything when provided with meaningful jobs that's in harmony with their own personal goals, when trusted, treated like staff (not like something less important), given access to all kinds of resources and most importantly - giving them space to be creative, not putting them in frames.</p> <p>Target group is young people around 19-25 years old - Millennial generation, interested in digital marketing, project management and business development.</p> <p>From the very first day we are making them feel like a big part of our team. They are informed that we are giving a lot of freedom, but we are asking for a result at the same time.</p>
Impact and key success factors (appr. 500 words)	<p>Key success factors:</p> <ul style="list-style-type: none"><li>● Mentoring (each intern has a internship leader);</li><li>● Courses and experts (knowledge and network);</li><li>● Meaningful tasks;</li><li>● Internship goals meets their goals;</li><li>● A lot of opportunities;</li><li>● System (from internship description till graduation);</li><li>● Communication (open, friendly, humane);</li><li>● Transparency (no secrets, access to information);</li><li>● Honest feedback (in both ways).</li></ul> <p>We believe that trust is super important and we are treating them just like</p>

	<p>they were employees - giving them space to be themselves, plan their time, let them see the bigger picture and how their work affect the whole company, give regular feedback and show them that we care, give them not just random tasks - we adjust them to interns goals as much as possible and explain how they match their and company's goals.</p> <p>We are giving them guidelines, support, vision and the goal, but we don't tell them how to get there - that's up to them.</p>
Stakeholders and Partners (appr. 500 words)	We don't really have any institutions, partners, intermediary organisations involved, nor any stakeholders.
Conditions (appr. 500 words)	<p>Digital Journey interns are working without any funding or subsidies. We are providing them with the best digital marketing courses (that is Digital Journey's main product) and letting them improve their skills the whole time of the internship. We are providing them with mentors, but they can work with other mentors (if everyone agrees and if they have done the main mentor's assignments) too.</p> <p>Our interns don't get paid, but they are working like crazy (even on sunday nights when they aren't asked to do anything) and they always do their best. We let them work in teams and be creative and to get to know themselves - what they like, what they are capable of.</p>
Materials / Tools	We don't develop any kind of materials or tools. Our interns are creating real digital marketing campaigns (email, facebook, adwords etc.), they are organizing seminars, courses, writing e-books, creating posters, taking part in conferences, making calls, collecting feedback etc.
Replicability and/or up-scaling (appr. 500 words)	<p>Hard to say. It's quite hard to improve existing system - it's close to perfect. But we can speak about it more with other businesses and teach them how to do this successfully.</p>
Conclusion (appr. 500 words)	We are improving and maximizing workload and it's quality by letting interns to "jump in", while mentoring these young enthusiasts and helping to start careers.
Other remarks:	<p>This may sound too good to be true, but this is how it works for us. We would be happy to inspire other companies to improve their internship systems. We would be pleased to answer any kind of questions or arrange a meeting. If interested please contact Laura Annija Hausmene (<a href="mailto:laura@digijourney.com">laura@digijourney.com</a> ; +371 257711819).</p>